

SHOWCASE VICTORIA

2019

THE PERFORMING ARTS MARKETPLACE



REGIONAL
ARTS
VICTORIA

CREATIVE VICTORIA

SHOWCASE VICTORIA 2019 | 13 – 15 May 2019 | Karralyka Centre

INFORMATION FOR APPLICANTS

About Showcase Victoria

Showcase Victoria is Australia's leading state-based performing arts marketplace and a critical component of the touring process. It provides a unique platform for producers, artists and theatre-makers to build relationships and promote their work to a wide range of venues and programmers with the ultimate aim of facilitating touring.

Applications are encouraged from all genres of the performing arts (including original contemporary music) and we are interested in productions looking to tour in 2020/21 to metro and regional venues large and small, including performing arts centres, festivals, community halls, libraries and galleries.

What's New?

In 2019, **Showcase Victoria** turns 21 and we are excited to celebrate by introducing several new initiatives. These will include a streamed program structure allowing for attendance from a more diverse range of programming organisations including festivals and major performing arts companies; increased support for artists, producers and community presenters; the establishment of new industry partnerships; and a post-Showcase Victoria tour planning workshop for invited program participants.

2019 Program Structure

Designed to encourage a greater diversity of work, the new format will include works that needn't necessarily fit into the traditional main stage category. It will also allow venues and programmers flexibility around which sessions to attend depending on individual programming needs. The program will also be extended to include a session with a selection of Australia's major performing arts organisations and the Victorian Touring Forum will be replaced with speed-dating for venues and producers.

The program streams are as follows -

- **Main Stage** - works of scale of all genres suitable for the main stages of performing arts centres
- **Small Stage** – one to three handers suitable for a variety of spaces including black boxes, halls, galleries, libraries and festivals
- **Music Makers** – original and/or contemporary music suitable for a range of spaces
- **Site Specific** – installations dotted around the venue for attendees to experience

Successful applicants will be allocated either a **Pitch** (8-minute live spoken presentation) or an **Excerpt** (12-minutes of live performance) within one of the above program streams.

The Selection Process

Applications are assessed by the Showcase Victoria Selection Panel, which is made up of different industry representatives each year. Applications are competitive and are assessed against the following criteria:

Artistic Quality and Innovation

- Is the work of high artistic calibre?
- Is the work innovative in terms of form, content or genre?
- Does the application involve a new Australian work?

Viability

- Does the application include a complete and relevant technical plan or does the Panel feel the applicant has the capacity to develop one?
- Does the Panel feel the project budget would be appropriate and is in accordance with standard conditions?

Diversity and Accessibility

- Does the application involve artists / arts professionals, and / or appeal to audiences, from culturally diverse backgrounds?
- Does the application involve artists / arts professionals, and / or contribute to the development of audiences, who are who are of mixed abilities?

Audience Appeal and Community Engagement

- Does the application include a complete and relevant marketing plan & materials or does the Panel feel the applicant has the capacity to develop one?
- Has the application clearly identified relevant audiences and target markets?
- Does the application contribute to the development of new and / or existing audiences?

Links and Resources

The following resources are available on the [Showcase Victoria](#) website to help with your application –

- [Application FAQs](#)
- [Application Drafting Tool](#): lists all the questions asked on the online form so that you know what to expect and can prepare in advance of applications opening
- [Budget template](#): a tool to help you work out the running costs of your show
- A guide to the [Technical Rating System](#) used in the application form
- A link to the [Showcase Victoria 2018 Production Profiles](#) for inspiration on how to answer application questions and write about your show

Key Dates

27 November 18	Showcase Victoria Info Session, Malthouse Theatre, 5 – 7pm
10 December 18	Showcase Victoria applications open
22 January 19	Showcase Victoria applications close
20 February 19	Applicants notified of outcomes
28 March 19	Registrations open
9 April 19	Orientation for program participants at Karralyka
10 April 19	Orientation webinar
13 – 15 May 19	Showcase Victoria 2019
30 May 19	Program participants sent survey results
12 June 19	post-Showcase Victoria workshop for tour planning

For further information, please [contact Gemma Robertson](#). Tel: 0421 383 299.